

Music Industry Conference 2009

5 Take

≪ La Vie Collegienne ≫

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5 Years of Music
LVC MIC






Caitlin Murphy '12
Features Editor

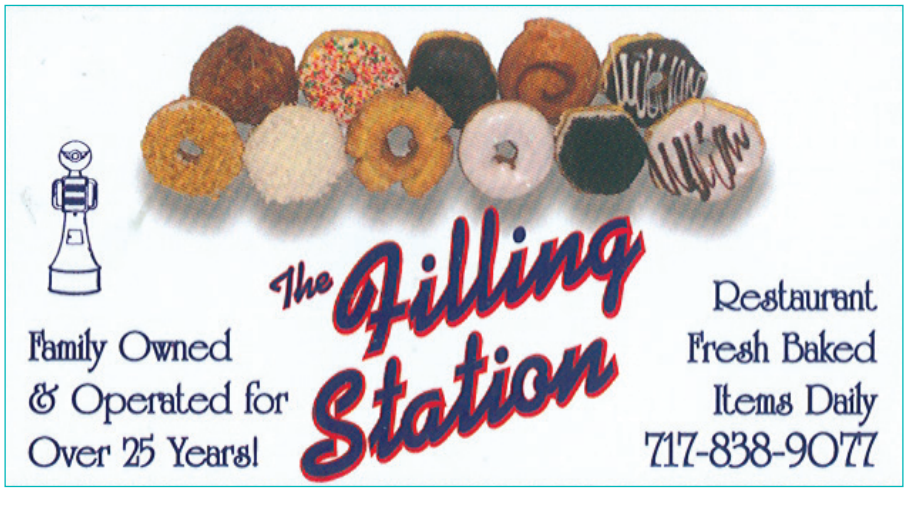
In 2004, LVC co-hosted its first Music Industry Conference (MIC), for students especially interested in Music Industry and Recording. The conference was held through the Music Industry Students Association and was the first regional conference offered to spark interest in the music entertainment industry. Eighty people were in attendance along with professional personnel to help instruct and answer any questions that students or the community might have.

Since the event was a success, LVC continued to host this conference and it only kept growing with each year. In 2006, LVC was fortunate enough to welcome Nevertheless, a newly signed band that came to explain their journey in getting signed. In 2007, a special class was created within the Music curriculum, MBS 179, to organize and plan the conference. According to their official website, "All aspects of organizing and hosting a major event are learned in a true real-world setting. The seniors of the class lead specialized teams working on marketing, finances, A&R, facilities, and more. The skills learned are passed down from class to class," (http://www.lvcmic.com).

Last year, panelists included Harry Dean from the Bloodhound Gang, and Martin Atkins, a drummer from Nine Inch Nails. Atkins just recently revisited LVC to speak to students about his newly published book, Tour Smart. For 2009, the schedule of the conference consists of Publishing, Gigging, Engineering, and Law before lunch, followed by Venues, Drum Clinic, and State of the Music Industry afterwards. "We'll also have a mentor table where students can meet one-on-one with panelists to receive advice and make connections in the industry," says AJ Myers '10, Music Business major who has been involved in MIC for several years. Some of this year's big name panelists include Nan Warshaw from Bloodshot Records, Adam Kowalczyk from the band *Live* and Robert Case from New Pants Publishing. Don't forget to stop by Blair Music Center on Saturday, November 21st to learn the insides of the music entertainment industry.

C. MURPHY **crm003@lvc.edu**





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What's on your iPod?

administrators share what music is on their iPods



Greg Krikorian

Vice President of Student Affairs

1.) Pink Floyd
2.) The Doors
3.) Genesis
4.) Dave Matthews
5.) Whatever his kids play



President MacDonald

President of the College

1.) "Southern Cross" - Crosby, Stills, and Nash
2.) "Boys of Summer" - Don Henley
3.) "Suzanne" - Leonard Cohen
4.) "Urge for Going" - Tom Rush, Joni Mitchell
5.) "Fields of Barley" - Sting



Donna Miller

Reading Services Librarian

1.) "Drive"-Cars
2.) "Streets of Philadelphia" - Bruce Springsteen
3.) "Shout" - Tears for Fears
4.) "Fix You" - Coldplay
5.) "The River" - Geoffery Oryema



Chaplain Fullmer

Director of Service and Volunteerism

1.) "Beautiful Day" - U2
2.) "Elevation" - U2
3.) "Viva La Vida" - Coldplay
4.) "Oh What a World" - Rufus Wainwright
5.) "Bigmouth Strikes Again" - The Smiths



Brooke Donovan

Associate Director of Student Activities and Engagement

1.) "Anytime" - Brian McKnight
2.) "Again" - Lenny Kravitz
3.) "These Days" - Rascal Flatts
4.) "When the Sun Goes Down" - Kenny Chesney
5.) "Two Coins" - Dispatch

Compiled by Missy Zellner '13

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Is Grunge Dead?

Jake King '11
Co-Editor



Mudhoney frontman Mark Arm is often credited as the first person to use the term "grunge" to describe the Seattle music scene of the late 1980's and early 1990's. With the surprise success of Nirvana's album *Nevermind* in 1991, America got its first real exposure to the genre as it swept out from the Pacific Northwest.

Twenty years later, those bands exist either in name only, or they have flown off the radar entirely. Is grunge dead? Or has it changed into something else totally?

The "Big Four" of the genre - Nirvana, Soundgarden, Alice in Chains, and Pearl Jam - were only a handful of groups that fused together elements of punk, heavy metal, and even a bit of Beatlesesque pop to lay the foundations of the new genre and to cement it firmly in American music.

But while the grunge musicians with their thrift store shirts and disheveled hair have a certain camp value today, the music that came out of the early 90's nonetheless changed the face of rock n' roll. It was in many ways a call back to earlier times but also a drive forward. Songs touched on issues seldom, if ever, addressed until that point and they did so unapologetically.

Kurt Cobain's simple, punk-driven song writing landed Nirvana into mainstream popularity. Pearl Jam's breakthrough album *Ten* helped to further cement the genre with material less abrasive than Cobain's often brutally graphic lyrics, but possessing the same emotional grit. Alice in Chains established itself with thundering heavy-metal rockers like "Man in the Box," but seemed equally at home in the acoustic realm with tracks like the regretful "Nutshell."

Soundgarden was the Led Zeppelin of the early 90's – experimenting with the genre's outer boundaries and flitting seamlessly between guitarist Kim Thayil's trademark monster riffs and intricate, calculated solos. Tracks like "The Day I Tried to Live," "Tighter and Tighter," "Blow Up the Outside World" and "Fell on Black Days" cut straight to the heart of the genre both musically and lyrically, but approached it in different ways.

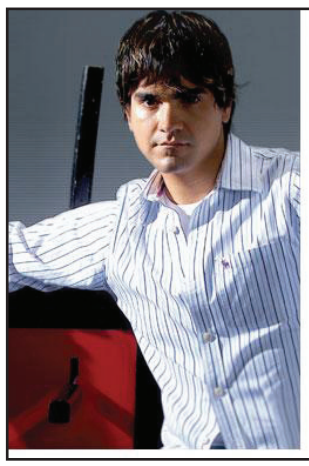
However, even as it was polishing its sound, the genre was already fading. Kurt Cobain's death in 1994 ended Nirvana. Soundgarden dissolved in 1997 due to creative differences, and Alice in Chains went into exile as lead vocalist Layne Staley's drug addiction spiraled out of control, leading to his death in 2002. In a sense, the genre devoured itself – their dissidence *became* their success and, as a result, pop culture - the very thing they were trying to escape from. This was something that many of the more successful grunge musicians never reconciled with and is reflected through songs like Pearl Jam's "Corduroy" and Nirvana's "In Bloom." When grunge became "cool" it was only a matter of time before it changed or died.

In reality, it did both. With the fading of the genre's pure, early form came the growth of so-called "post-grunge" bands like Foo Fighters and Stone Temple Pilots, who took on the heavy, distorted guitars of their forebears but left behind the lyrical grit and raw energy that was so key to the genre. It was grunge made more mainstream and watered down, something that still carries on in the expansive genre of "alternative rock" that pervades the airwaves today.

But even the bands that survived deaths and breakups have faced changes themselves. Pearl Jam's new album, *Backspacer,* carries with it some of the same musical style that won over fans back in 1990. However, the whole album is tighter and more upbeat, with songs that lack the dark and sometimes politically and socially charged tones of their earlier music. Alice in Chains, too, soldiered on with new lead singer William DuVall to release *Black Gives Way to Blue* earlier this year. While it still carries on the same, walloping riffs and dark acoustics that characterized AIC in their earlier days, the album has a certain, buried sense of hope that never surfaced when Staley still manned the mike. The title track, "Black Gives Way to Blue" is a haunting, piano-driven ballad that seems strangely at home even alongside band classics. The way the message is conveyed hasn't changed much, but the message has. The difference is that there's a light at the end of the tunnel.

Whatever the reflections on the times, the music of the grunge movement is timeless. The music was never really meant to be relatable—that came with alternative rock. Grunge was a different animal, more intellectual in nature. It was commentary on a strange decade. It mocked the feeling that all was well, even outright laughed at it in songs like Mudhoney's "Touch Me I'm Sick." After a decade of synth-driven power ballads and cheesy glam-metal, it represented a return to high-energy rock n' roll and served as a musical blow to the proverbial "American Dream". It wasn't classy. The guitar work wasn't always musically complex, but that wasn't what mattered. It said what it had to say and left just as soon as it had arrived.

J. KING **jsk001@lvc.edu**



Top 5

LVC's Top 5 Songs of the Past 5 Years

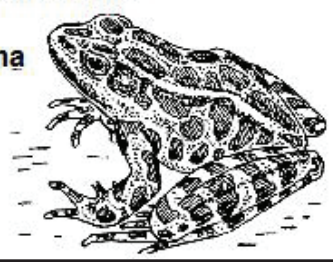
1.) "Viva La Vida" - Coldplay
2.) "Hey There Delilah" - Plain White T's
3.) "I Gotta Feeling" -Black Eyed Peas
4.) "Paparazzi" - Lady Gaga
5.) "Fireflies" - Owl City

LVC's Least Favorite 5 Songs of the Past 5 Years

1.) "The Climb" - Miley Cyrus
2.) "Party in the U.S.A." - Miley Cyrus
3.) "Photograph" - Nickelback
4.) "You're Beautiful" - James Blunt
5.) "My Humps" - Black Eyed Peas

Compiled by Missy Zellner '13

www.myspace.com/titlefight
www.myspace.com/balanceandcompsure
www.myspace.com/makedoandmend
www.myspace.com/transitma



Local Band Bios



The Porch

Members: Tom Fitzpatrick, Blake Harrison-Lane, John Heenan, Keith Novak
Genre: Folk / Rock / Jam
Bio: We started out our first freshman semester as "Acoustic Vacuums" and have been working on and off since then. Currently we are playing various shows around campus and we are working on an album, hopefully to be released sometime next semester. We can usually be found at the North College porch just writing music and having a good time.

Phillip Nathaniel Freeman and Co.

Years Together : Since summer of 2006 (3 years)
Bio: Once upon a time, at the tender age of 2, Phillip Nathaniel Freeman stole his dad's booey knife from the bedroom drawer. Phillip proceeded to run around the second floor of his home stark naked and dripping wet from a bath. He has been singing/ screaming/ moaning/ hollering/ whispering whatever he feels like, whenever he feels like it ever since then. Freeman started his solo work under "The Lonewolf Project" in the summer of 2006 while regularly performing with his high school band "Rich King Phil". Since then Phillip has had the privilege of performing his solo work with several talented musicians while balancing his duties as the lead singer of "Double Entendre". "Lonewolf Project" shows are known for their Folk Rocking, Blues Bleeding, and Broadway Belt Busting energy and constant crowd participation. Each show is guaranteed to blow the roof off every venue!
Make sure to check out up and coming show dates at
www.myspace.com/thelonewolfproject
Tunes can be downloaded for free at
www.mediafire.com/thelonewolfproject.
For booking, please contact Ryan Alden:
thirdtimeluckyrekords@yahoo.com
607-727-6717.

A City Undone

Formed: January 2009
Members: Vocals: Jeff Leuschen, Keys/Vocals: Kyle Romain, Guitar: Ryan Brosius, Guitar: Kyle Rhoads, Drums/Vocals: Dave Daniel
Genre: Screamo/Post-Hardcore
Bio: A City Undone is a post-hardcore band from central Pennsylvania. They combine hardcore and metalcore with screamo tenacity, fusing breakdowns and dissonance with melody and ambience. ACU was formed at the beginning of 2009 and are in the process of settling some member changes as well as writing new material and planning a touring schedule for 2010

Double Entendre

Members: JT Fredlund: lead guitar, Brian Dempsey: drums, BGV; Carmen Forte: bass, BGV; Phil Freeman: Vocals; Brad O'Connell: rhythm guitar, BGV
Bio: Double Entendre started out as a trio during freshman year at LVC for JT, Brian, and Carmen. While JT was in Europe studying abroad, the boys back home decided to look for a new lead singer, original covered by drummer Brian Dempsey. After asking around campus, vocalist Phil Freeman was found and added to the roster. On a random fall night, rhythm guitarist Brad O'Connell, after begging for a tryout, was added as the final member of the band. Now, Double Entendre can be found rockin' your socks, and makin' your heart beat fast than it should with their electrifying and brain pounding music. Double Entendre has played shows with such acts as Mae, the Casualties, A City Undone, Captain of Compliments, and many others. Double Entendre will be opening up for national recording act, Hit the Lights on December 4th at Shippensburg University. Contact Ship or Ticketmast for tickets.

Sisterfist

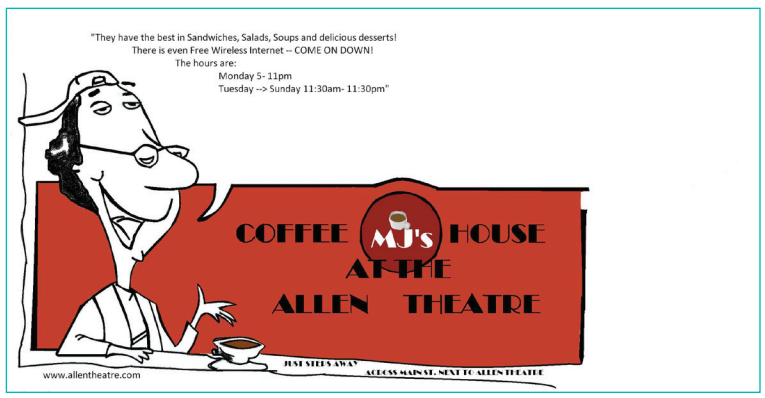
Members: Guitar/Vox: Andy Schober, Bass: Kyle Dellinger, Drums: Robbie Weisner
Genre: Beer rock/sexual groove music.
Bio: When the college told Andy, Kyle, and Robbie they weren't allowed to play music on the balcony of 21 East Main St., the three formed Sisterfist and took their sex inducing sound to the stage. Sisterfist is the sound of freedom; the variety of rock that is pure, face melting, and true. The guitar bleeds adrenaline to the sound of wailing riffs and power chords played under lyrics that are bawdy and raw. If there is a God of Rock n' Roll, Sisterfist keeps the faith with their ballsy jams and a dash of booze.

-Compiled by Brad O'Connell '11









Greetings

On behalf of all of us at LVC, I am glad you have chosen to join us on this occasion to talk about current trends in the field of the music business with some of the best informed people who work in and observe the music industry world. This is the fifth Music Industry Conference held here at LVC. All these conferences have been organized and led by our students themselves. I think you'll find the day full of interesting and informative presentations. We're pleased you've chosen to be with us. I hope you enjoy your time with our students and faculty and that you'll come back to visit us again.



Stephen C. MacDonald
President , Lebanon Valley College

LVC MIC V — MISA (members of the Music Industry Students Association) — aided by their AES (Audio Engineering Student Chapter) colleagues — have done it again. They've prepared a day-long exploration of the state of the music industry, drawing on the expertise of local, regional, and national leaders in the business. A day of workshops, clinics, panel discussions, networking over breaks and lunch, will benefit and inform everyone from prospective music business students to conference presenters. This is a huge undertaking that involves dozens of people from a variety of departments and offices campus-wide. Thank you for your continuing support. I extend my personal wlecome to all LVC MIC V participants. *Carpe diem!*



Mark Mecham
Chair, Department of Music

OFFICIAL 2009 CONFERENCE SCHEDULE

8:00-9:00AM	Registration : **Blair Lobby** Coffee and donuts : **Band Room**	
9:00-9:20AM	Opening Remarks : **Lutz Hall** **Michael Green:** Vice President for Academic Affairs and Dean of Faculty **AJ Myers '10:** President Music Industry Students Association **Andrew Pomeroy '10:** President Audio Engineering Society Admissions Guests : **Choir Room**	
	Panels	
	Lutz Hall	Choir Room
9:30-10:50AM	**Publishing** **Robert Case:** New Pants Publishing **Paula Savastano:** Savastano, Schmel, & Associates **Matt Vucic:** Even Tone Music	**Gigging** **Adam Kowalczyk:** Professional Musician (LIVE, Adam and the Weight) **Crazy John Kerecz:** OSH radio **Gary Spencer:** Berks Jazz Fest **Lee Carroll:** Former keyboardist (The Judds, Exile)
11:00-12:10PM	**Law** **John T. Robertson, Jr ., Esquire:** Robertson, LLC **Marc T. Levin:** Rhoads and Sinon LLP	**Engineering** **Morgan Stambaugh:** Anderson Audio **Matt Edgcomb:** Whitaker Center **Matty Longo:** Longo Drums
12:20-1:20PM	Lunch with Live Entertainment, Annville Fire Hall: Student Guides will Assist	
1:30-2:50PM	**Venues** **Anthony Bavaria:** Co-Owner, Champion Ship Records **Frank Phobia:** Booking Agent/DRP Records **Meredith Rebar:** Cherry Darling Productions	**Drum Clinic** **Daren Metz:** Percussionist/engineer, Philadelphia Symphony Orchestra
3:00-4:30PM	State of the Industry : **Lutz Hall** **Nan Warshaw:** Bloodshot Records **Pam Baldwin:** MVD Entertainment Group **Larry Ahearn:** SongGallery **Doug Gould:** Worship MD	
4:30PM-	Closing remarks : **Lutz Hall** Admissions Guests Tours : **Choir Room**	

Meet The Panelists

For full bios on each panelist, see www.lvcmic.com

Publishing

ROBERT CASE

President: New Pants Publishing. In the last 15 years Mr. Case has had extensive experience in artist management, scheduling tours, and distribution and film and TV music placement. Recently, Mr. Case's songwriters songs have appeared on South Park on Comedy Central.

MATT VUCIC

Even Tone Music. From Carlisle, Matt Vucic has spent the last 13 years performing, recording, and producing. He was cofounder of the Yves Jean Band with which he toured and recorded drums. Presently Matt plays drums with Americana band, The Wheels.

PAULA SAVASTANO

Owner. Savastano, Schmel, & Associates. Savastano began her career in the Opera Administration field working for such companies as Wolf Trap Opera, Central City Opera and The Greater Miami Opera. She moved into the field of Copyright, Licensing and Royalties in 1994 when she was hired at Broadcast Music, Inc. Since then she has held positions at several publishing and record companies including Turn up the Music, Rykomusic, and Spirit Music Group.

Gigging

ADAM KOWALCZYK

Adam has toured stages from local venues to sold out stadiums around the world playing rhythm guitar for the rock group LIVE. His band, Adama and the Weight, was nominated for 'Independent Pop Album of the Year' at the LA music awards.

CRAZY JOHN KERECZ

OSH Radio. Crazy John plays bass for 7th Layer, an alt/hip hop band that tours the east coast. He also owns and manages OSHRadio.com & The Ragazine Music Magazine. OSH Radio was founded in South Central PA seven years ago to promote local music.

GARY SPENCER

Berks Jazz Fest. Spencer is the Production Manager for the Berks Jazz Fest. He started off as the Stage Manager in 1997. He is currently a member of the Berks Jazz Council who hosts the Berks Jazz Festival every year.

LEE CAROL

For years, Carroll played keyboards and toured with a number of major artists including Exile and The Judds. He left the life as a musician and is now owns eight restaurants in the Harrisburg, PA region.

Law

JOHN T. ROBERTSON, JR., ESQUIRE

Robertson LLC. Grammy Award Winning Producer/Label Owner: Since 1992, Robertson has also owned, counseled and managed numerous entertainment businesses including his tenure as President/General Counsel of Tug McGraw's (former Philadelphia Phillies / New York Mets relief pitcher) sports/entertainment management and marketing company, McGraw and Company from 2001-2004.

MARC T. LEVIN

Rhoads and Sinon LLP

Levin represents and counsels clients in the music industry on a variety of legal and business matters. As a part-time musician himself, Marc brings his personal experiences gained through working within the regional community of artists, venues, entertainment companies, booking agents, managers and producers to his clients.

Engineering

MORGAN STAMBAUGH

Anderson Audio. Stambaugh, an LVC recording technology graduate, works for Anderson Audio. Anderson Audio has provided systems and engineering for many high profile clients, traveling extensively throughout the United States and internationally.

MATT EDGCOMB

Whitaker Center. Matt Edgecombe, also an LVC MRT graduate, has toured with Grammy nominated The Duhks, and mixed for John Paul Jones of Led Zeppelin. He now manages all of the sound, stage, and lighting for the Whitaker Center.

MATTY LONGO

Longo Drums. Longo began playing the drums at the age of 12 and has been recording since 1988. After graduating from the School of Audio Engineering, he went on to record local talent. Longo Drums builds one-ply, steam-bent snare drums out of exotic and domestic wood.

Venues

ANTHONY BAVARIA

Champion Ship Records, Safari So Good. As the co-owner of Harrisburg's Champion Ship, Bavaria hosts hundreds of live shows a year. With alt rock band Safari So Good, Bavaria has booked, and toured the U.S. over 15 times with bands such as Me Without You, Bayside, and Keepsake.

FRANK PHOBIA

Vocalist for the band Anthrophobia, Phobia is currently booking independent shows at various Central PA venues. From writing and playing with 'Phobia to co-owning DRP records, Frank has been very involved in the music business.

MEREDITH REBAR

Owner, Cherry Darling Productions. Cherry Darling Productions provides artist management with press kits, promotion, and tour management.. The company books shows throughout Central PA and hosts shows in the State College area with some nationally recognized artists, including The Vibrators, Agent Orange, and Michale Graves (former singer for The Misfits).

State of the Industry

NAN WARSHAW

Bloodshot Records. Nan Warshaw established Bloodshot Records in 1994 (with Rob Miller) as an independent record label based in Chicago, Illinois. The label specializes in roots-inflected indie rock. Bloodshot helped launch the careers of Ryan Adams and Neko Case. Today Nan sits on the advisory boards of The Future Of Music Coalition, and the Chicago Music Coalition.

PAM BALDWIN

MVD Entertainment Group. Pam Baldwin is the marketing associate of MVD Entertainment Group. MVD initially acted primarily as a one-stop, buying all labels' music-related VHS releases and reselling to music and video stores. MVD Entertainment Group is currently a corporation consisting of three major divisions: MVD Visual, MVD Audio, and MVD Distribution.

Drum Clinic

DAREN METZ

A professional percussionist who is currently performing with the Philadelphia Symphony Orchestra, Luther Vandross Tribute Concert Series, and the Roots to Rhythm Drum Clinic Tour. He started Luka Digital Systems, which is a mobile Pro-Tools system for providing artists with Live Pro-tools sessions of their events as well as home recording session.

LARRY AHEARN

SongGallery. In September of 1966, Larry Ahearn landed at Villanova University and immediately began working at the nearby Main Point in Bryn Mawr, PA. Between 1966 and 1976 he was an integral part of all aspects of Main Point operations. As an artist, he has shared the bill with artists like Tom Rush, Jimmy Buffett and, Velvet Underground.

DOUG GOULD

CEO Worship MD. Doug Gould began his own business, Worship MD, in 2009 to build strong relationships between pro audio/ musical instrument companies and the worship community. He teaches about the use of technology in both colleges and churches.

Unleash the Real Guitar Hero

Andrea Hoover '11
La Vie Staff Writer

When you are done being a "Guitar Hero" and are ready to pick up the real thing, here are a few tips to get you started.

Scott Smith, a salesman at Marty's Music in Annville, says beginning guitar players should practice every day for fifteen minutes. However, he also tells beginners, "don't kill yourself" by over-doing it. A beginning player should train his or her weak hand, Smith says, to do what it needs to do and also to build up calluses on the fingers.

As to what type of guitar is best for beginners, it truly is the player's preference whether to use acoustic or electric. A smart way to start is with a beginner pack, Smith says, in which just about any type of guitar can be included. Many packs, along with the guitar, include an amp, amp cord, strings, picks, gig bag, guitar stand, and strap. Some even come with a DVD.

Many beginners may have a certain song or songs in mind that they particularly want to master. However, Smith says, beginner adults usually learn a few chords first and then go on to play a full song. According to guitarnoise.com, some easy songs for beginners are "Hurt" by Johnny Cash, "Wish You Were Here" by Pink Floyd, "Hey There Delilah" by the Plain White T's, and "Help!" by The Beatles.

Smith says he enjoys playing the guitar because it's "relaxing, something to relieve stress, and it's challenging."

So whether you are like Smith and want to engage in a relaxing musical release or just want to emulate your favorite rock star, now you, too, can start making music.

A. HOOVER ach004@lvc.edu



Katie Zwiebel '12/**LA VIE**

BEGINNER TIPS Becoming a rock star begins with some basic guitar tips and a love for music

Profs share their Top 5 Guitar Solos

Dr. Mark Mecham-Professor of Music, Chairperson

1.) "Star-Spangled Banner" - Jimi Hendrix

Professor Josh Tindall
Adjunct Professor in Music

"Satin Doll" - Joe Pass
"Black Star" - Yngwie Malmsteen
"The Riddle of Steel" - Marc Rizzo
"Cliffs of Dover" - Eric Johnson
"Under the Glass Moon" - John Petrucci

Dr. Jeffrey Snyder-Associate Professor of Music and Director of the Music Business Program

Larry Carlton's Solo on "White Horse" - Michael Omartian
"The Thrill is Gone" - B.B. King
"That Lady" (Parts 1 and 2) - Isley Brothers
"Have you Heard" - Pat Metheny
"Scatterbrain" - Jeff Beck

Dr. Mary Pettice-Associate Professor of English

"Layla" - Derek and the Dominos (with Eric Clapton)
"While my Guitar Gently Weeps" - the Beatles (with Eric Clapton)
"All Along the Watchtower" - Jimi Hendrix
"Purple Haze" - Jimi Hendrix
"Won't Get Fooled Again" - The Who

Compiled by Missy Zellner '13

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LVC Job Center

Career Services invites Music Industry Conference participants to...

Check out our FREE one-stop, automated link to advertise your job & internship opportunities to LVC students!

Gain easy access to your **JOB CENTER** account by visiting

www.lvc.edu/career-services/interfase.aspx

Why go to MIC?

Interested in music or not, MIC offers information for all

Becky Chan '11
La Vie Staff Writer

The Music Industry Conference is hosted at LVC every year by the MBS 179 class. Most music majors attend and help run the conference, but it is open to all the students at LVC.

So why go to MIC if you are not a music major? Jeff Snyder, Associate Professor of Music, says, "Anybody interested in any type of media industry can learn a lot. Music, digital communications, video, journalism, graphics, etc."

Also, anyone interested in law can learn a lot from the entertainment law panel, and students interested in marketing can learn about marketing strategies in the music industry.

> "This conference offers practical, usable information about what is actually happening today from true professionals' perspectives."

The music industry is facing issues and changes that are spreading across these different media, and students who might be affected by these changes can learn a lot from this conference. The music industry is very developed and other media industries can learn from the challenges and strains it has faced.

"This conference offers practical, usable information about what is actually happening today from true professionals' perspectives. It is an event that is very real, very unique, and hopefully taken advantage of by students and the community," explains Snyder.

And even if the MIC does not affect one's interests personally, it still serves as a fantastic opportunity to support fellow students.

B. CHAN **rrc003@lvc.edu**



Spotlight on AJ Myers

Senior music business major on the MIC experience

Tony Gorick '11
A&E Editor

Senior AJ Myers has always been involved with LVC's Music Industry Conference since his freshman year. However, this year's conference provided a new opportunity for the senior majoring in music and music business. He is the President of MISA and has coordinated much of the planning.

"It's really giving me an insight into the industry itself," said Myers, referring to his work in organizing the conference.

He also explained that MIC is continually growing with each successive year, remarking, "It's becoming something bigger than I expected it to be."

Myers also added that all individuals, whether completely into music or not, should come and participate in what MIC has to offer.

"You can get in the entire day and meet everyone there," he said. "You also get a 'swag bag' with free stuff."

He laughed and added that the free stuff continues throughout the conference, including sample CDs, and even an eBook.

In addition to the free perks given out once a student arrives, there are multiple well-known guests and speakers.

"We have Nan Warshall coming," said Myers. "She runs *Bloodshot* out of Chicago." He continued and explained her involvement with a big Americana label. He also said that "making connections" with these people can only help an individual later. "It's a very specific part of the business."

The 2009 version of this conference also boasts some new additions.

"This year we are planning on having a mentoring table," Myers said.

He explained how anyone can "stop by" the table to engage in discussion with panelists about the industry or anything else they may want to know, which opens up a very conversational relationship between the guests and the students.

"We have some pretty big names coming this year, including a member of the band LIVE."

After all the planning is complete, and the MIC conference is over, AJ Myers looks ahead to his life after LVC and MIC.

"I'm still making plans," he said. "It changes weekly."

But Myers added that his goals include "getting picked up by a tour" and playing music, noting, "I might wind up in Philly with a day job and hopefully that day job involves music."

Myers says MIC has provided connections that are always good to have, explaining, "It's hard to break in the industry on your own and it's all about the connections you make."

Although AJ Myers admits his future career is sometimes unknown, there is one thing that he hopes to be able to accomplish eventually.

"Make a billion dollars," he laughed.

T. GORICK **apg001@lvc.edu**



Tony Gorick'11 / LA VIE

BEHIND THE MUSIC AJ Myers has been actively involved in MIC since his freshman year, and feels that the conference gives students an excellent opportunity to benefit from the many networking opportuinities and expert advice available to them

APO blood drive

Tony Gorick '11
A&E Editor

Got blood?

On Friday, Nov. 20, 2009, an APO-sponsored blood drive will take place in Mund College Center. Sign-ups for the drive will be available in Mund during lunches and dinners for a few days prior to the event, but walk-ins are also welcome.

Students involved with the planning process of the drive emphasize the importance of participation.

"It can save up to three lives and is a relatively easy task," said Mel Weidensaul '11.

Weidensaul also explained that the process could take from ten or fifteen minutes up to forty five minutes depending on the amount of people there are one time. She also said that certain medications could affect the process and make an individual ineligible to give blood.

"It just depends," she says, "but it's still worth a try."

Garret Palowitch '11 had the opportunity to organize the APO Blood Drive and is pleased to have helped in the planning of the event.

"I know I am helping people who, without the blood donated at LVC, would not be able to receive transfusions," said Palowitch. "I feel I have a part in saving people's lives."

Palowitch also noted that although he is ineligible to give blood, his part in the organization of the event still provides him with an opportunity to help out, exclaiming, "Each time I run a blood drive I get a sense of purpose and I feel great."

Palowitch encourages other students to participate as much as possible.

"The Central Pennsylvania Blood Bank distributes 80,000 units of blood to local hospitals every year, and every unit is important," he said. "All I can say is that donating blood is important, and you save lives in the process. Who knows? The person who may receive the blood you donate now may be the person you receive blood from in the future."

Other members of APO have also helped plan and run the event.

Jimmy Kroll '11 said that a student's "blood can save up to three lives."

Kroll then explained that giving blood is organized and easy to follow. It is a step-by-step process that is very structured.

APO tries to plan a blood drive a few times each academic year.

"This year we are doing four blood drives over the span of two semesters," said Weidensaul.

All drives aim to be successful as donating blood is something critical to human life. Spreading the word is the key to getting a good turnout.

"This [the blood drive] means a lot to me," said Palowitch. "And with the help of LVC students, faculty, and staff, I know LVC is doing its part to help the community."

T. GORICK **apg001@lvc.edu**

CAMPUS CRIMEWATCH

All information courtesy of the LVC Department of Public Safety

* *

11-12-09 | Laughlin Hall
Suspicious Person
Public Safety Office received a report of two suspicious males in the area of Laughlin Hall. A Public Safety Officer investigated and could not locate anyone.

11-15-09
Missing Person
A student reported her friend was missing and may be in trouble. Individual was located. Investigation continues.

Please report any suspicious activity to Public Safety at x6111.

Beni's Pizza & Restaurant
52 North Londonderry Square
Palmyra PA 17078
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La Vie Collegienne is published every Wednesday of the academic year. Meetings are held Mondays at 6 p.m. in our Mund office, activities room #3. We're always looking for new writers!

Student Government update 11.16.09

Matthew Howell-Clarke '10
La Vie Staff Writer

Student Government vice president Katie Krediet '10 on Monday night announced that Greg Krikorian has officially submitted a proposal for a multi-camera system in the "Red" parking lots. The cameras are a reaction to the recent string of car break-ins in the lots.

Krikorian, vice president for student affairs, asked that SG help finance the camera system. The cameras were originally expected to cost $25,000, but are actually priced at $38,000. Class of 2010 Treasurer Ashley Peters motioned to give $12,000 to fund the cameras, and the motion passed.

Krediet also announced that the search committee for a new food vendor for the school has submitted a final list of three vendors. The names of the three vendors were withheld. SG was asked to put together a group of five to six students to travel to colleges where the vendors are currently in use to experience each vendor firsthand.

President Mark Fersch '10 introduced Lauren Davis '11, president of the women's rugby team. Davis asked that Student Government adjust the rugby team's previously allotted money in order to pay a fine issued by the Eastern Pennsylvania Rugby Union (EPRU).

Davis stated that due to multiple injuries, the rugby team was forced to forfeit a match against Swarthmore College on Oct. 24. The EPRU assessed the team a $500 fine. According to Davis, if the team does not forfeit another match within the next year, $400 of the fine will be returned to the team. Jimmy Kroll '11 motioned to allow the team to put $500 of its allotment toward the fine, and the motion passed.

Adam Abruzzo '12, Winter Formal chair, announced that the Winter Formal's ticket sale will be ongoing until Wednesday, Nov. 25.

Facilities chair Heath Lettich '12 announced that Facilities Services is looking into replacing the blinds in the Dining Hall.

Public Safety chair Ryan Humphries '12 announced that a public safety officer discovered a pedestrian crosswalk sign in the Peace Garden on Sunday morning.

SG Advisor Jen Evans announced that Recycled Percussion would be appearing on Monday, Nov. 23 in the Arnold Sports Center at 9 p.m.

SG adjourned its meeting at 10:16 p.m. The next meeting will be held at 9:40 p.m. on Monday, Nov. 30, in the Faust Lounge of the Mund College Center.

M. HOWELL-CLARKE
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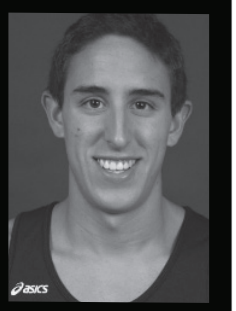
Corrections & Clarifications

It is our continuing goal to provide readers with complete and accurate information. To that end, we welcome and encourage notification of any mistakes. Readers who wish to submit corrections should send an email to lavie@lvc.edu, subject line: *Corrections*.



Athletes of the Week

Matt Nesmith: Men's XC



Freshman Matt Nesmith has been named to the NCAA Mideast Regional All-Freshman Team . He finished 71st with a time of26:49.9 and was named the MAC Rookie of the year.

Jenn Cronin: Women's XC



Junior Jenn Cronin won the NCAA Mid-East Regional meet this past weekend, becoming LVC's first-ever NCAA National Championship qualifier. She won with a time of 21:39.2, 44 seconds under her career best.

B-BALL:Women's Hoops Ready For Challenge

Continued from Page 8



Courtesy Sports Information

BACK ON COURT: Suzie Noyes '11 (above) along with classmate, Andrea Hoover will lead the Dutchmen this season bringing experience and skill to the court

The Lebanon Valley College women's basketball team kicked off their season this week. While returning quite a few starters, the Dutchmen also have a lot of youth on the bench. With no seniors but plenty of experience, LVC is looking to return to the Commonwealth Conference Championship game for the third time in a row.

Head Coach Todd Goclowski's team has a lot of potential because of all the talent returning from last season. Andrea Hoover, who plays point guard, started 23 games last season. She led the team and the conference with 4.5 assists per games, and was named first-team all-conference. Hoover also averaged 10.2 points. Another key starter for the Dutchmen is Suzie Noyes, who in 30 games last season averaged 11.2 points and 7.4 rebounds. Eryn Schultz will play a big part in the team offense this season. Shultz played in 28 games last season and started 10 of those games. She was the team's three-point leader with a .417 percentage. Sophomore Caitlin Murphy started 24 of the 26 games her freshman season. Murphy shot 80 percent on the free-throw line and had 29 steals. Chelsea Kehr is a key player off the bench. Kehr had 41 rebounds and 22 steals as backup point guard. The final returner is Kayla Fulfer, who last season saw action in 12 games. Fulfer could be slotted as a forward or guard in this season's lineup.

Goclowski also brought in a big freshmen class, adding Liz Borgia, Tierney Hiltz, Rachel Armor, Lindsey Nies, Amanda Donia, Gia Russo, Renee Fritz, and Sarah Colton.

The Dutchmen, who opened the season last Sunday at Hood College and played at Misericordia on Tuesday, will serve as host of the Rinso Marquette Tournament here at LVC this weekend. Their first game will be 6 p.m. Friday against Clarkson.

B.FARSON **raf001@lvc.edu**

Scoreboard

Men's Basketball:

vs Moravian College

W 87-53

Women's Basketball:I

at Hood College

W 80-50

Men's Soccer:

at Penn State Behrend

L 0-1

Field Hockey:

at #1 Messiah College

L, 2-3

Ice Hockey

at #15 Elmira College

L 2-4

Men's Swimming

vs DeSales University

W 121-63

Women's Swimming

vs DeSales University

W 130-82

Football

at Albright College

I 43-44 20T

Former Dutchman Returns to Coach Men's Ice Hockey

Matt Murr '12
La Vie Staff Writer

As the puck dropped for the first time this season at the Giant Center, some might have recognized a familiar face behind the bench. Brendan Herr is beginning his second stint with the Lebanon Valley men's ice hockey team, but this time he has traded in his skates and stick for a suit and a clipboard as the new assistant to head Coach Ted Russell.

Herr brings with him a wealth of hockey experience. As a Dutchman he dressed for 95 games from 2002 to '06, scoring 24 goals and 33 assists. His 57 points and strong offensive abilities were enough to attract the attention of two former Mid-Atlantic Hockey League clubs, the Indiana Ice Miners and the Worcester Warriors. Herr attended training camps with both teams and also had the opportunity to work with Besa Tsintsadze, the power skating coach for the Pittsburgh Penguins.

Herr has been working with the Wilkes Barre/Scranton Jr. Knights as a coach for the past two seasons as well as training players at the Revolutionary Hockey Training Center. He hopes to learn as much as he can from the experience of Coach Ted Russell and fellow assistant coach and former Hershey Bear, Mitch Lamoureux. Most notably, Herr has been paying attention to how they carry themselves around the team and behind the bench.

This season the LVC coaching staff is hoping to see a more disciplined team on the ice. Herr says that they're going to try to not get sucked in to getting too many penalties as well as playing a more defense-oriented game. As a player himself, he always felt it was important not to be selfish and is trying to instill that in this year's crop of freshman as well as the returning upperclassmen.

The ECAC West is a tough conference to play in, and Herr's goals are to see the team play smart hockey and to see the players getting along well on and off the ice. Win or lose, he wants the Dutchmen to be the hardest working team out there. He referred to former rival, Neumann College, and their rise to success. "If they can do it, we can do it," he said.

Game action started in late October. The Dutchmen are 0-5 heading into the second part of their swing through New York. They will play at Hobart College in Geneva, N.Y., on Friday night and Elmira College on Saturday night. Their next home game is scheduled for Friday, Nov. 20, at the Hersheypark Arena vs. Manhattanville College.

M.MURR **mtm005@lvc.edu**

Football Seniors Refect on Season

Matt Murr '12
La Vie Staff Writer

The Lebanon Valley football team has had one of the best seasons in the history of the school, despite a 44-43 double-overtime loss to Albright on Sunday.

Both the defense and the offensive lines, as well the special teams, have been excelling when called upon to make the big plays.

The offense has managed to score with both good blocking, opening up the field, and a solid passing game. The defense has managed to frustrate opposing quarterbacks not only with consistent interceptions, but also applying enough pressure to lead the MAC in sacks.

Senior Matthew Donley has been playing for the Dutchmen since his freshman year. He says he feels that when his class entered the school, the program had its foundation for a turnaround. Donley said, "Each year I feel that we progressively got better."

With the current win total (8-2, 5-2 in the MAC) the most it has been since the turn of the century, the Dutchmen are finding a system that works. Senior players such as Donley have been working on their game for awhile and Donley feels that their experience is one of the elements that has aided in the team's success. "I think the thing that is different about this year, as opposed to previous years, is the experience of the team. Most of the defense and offense saw significant amounts of playing time in previous years. Now that we are seniors we know the game plan and we know how to execute it."

For players such as Donley who are seniors, the success has been a positive experience on and off the field. Having been together through four seasons, you develop a bond with your teammates, which makes sharing the victories even more enjoyable.

Donley added, "I feel that the football team is a very close bunch of guys. When you spend this much time together you become best friends."

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New addition to Ice Hockey program
Page 11

Women's basketball Preview
Page 11

Sports

Basketball blasts into season

A preview of the 2009 men's and women's basketball seasons

Becca Farson '09
La Vie Staff Writer

The 2009-10 Lebanon Valley College men's basketball team began the season on Sunday. Head coach Brad McAlester's team was picked third in the Commonwealth Conference preseason poll. The team received 39 votes. Elizabethtown (55 votes) ranked first, with Widener (52) coming in second.

The Dutchmen will look to improve this season after a 12-13 record overall and a 4-8 Commonwealth Conference record. If they do so, they will have to successfully replace guard Kyle Enoch and forward Eric Humphrey, two key starters from last season.

But there is some experience returning. Dan Dunkelberger, a senior and captain, is expected to play a key role. Dunkelberger started all 25 games last season, leading the team in free throws and rebounds. Another returning starter and captain is Joe Meehan, who started 22 out of the 25 games last season as a point guard, led the team in assists, and was named Rookie of the Year for the Commonwealth Conference. Grant Becker is expected back this year after suffering an injury in 2008-09. Becker had started 18 out of the 19 games he played in. Sean MacIntosh played in all 25 games last season and started 12 times as a guard, averaging 6 points.

Other names to look for on the court include Matt Staub, who is the third captain for the Dutchmen this year and played in 15 games as a guard this past season; Anthony Trautman, who played in 22 games and averaged 3.6 points; and Cameron Prince, who played in 24 contests during the season.

McAlester has also brought in six freshmen, including Sam Diaz, Ryan Kinard, Matt O'Brien, Sean Ruane, Danny Brooks, and David Corbin.

Dunkelberger said this season's team is starting out ahead of the 2008-09 version in a knowledge of what's expected on one end of the court. "We put in a new offensive system last season, so this year we didn't have to spend as much time learning new concepts, but rather getting better at them," he said. "We also hope to pick up things on the defensive end."



Courtesy Sports Information

TEAM EFFECT The men's basketball team started off the season with a win. With a lot of returning experience, LVC hopes to make a mark in the conference and turn on things with their defense

Big games to watch for this season will be Franklin and Marshal on Nov. 24, Albright on Feb. 13 and Elizabethtown on Feb. 16.

Meehan explained the determination of the team this year and said, "We are a different overall team this year. We have a different attitude and all are working hard together to reach our goal of a championship and will not settle for any less."

Come watch the Dutchmen play Cabrini College tonight in the LVC gymnasium at 7:30. The Dutchmen also will play host to the Rinso Marquette Tournament this weekend on Nov. 21 and 22.

Please see **B-BALL | Page 11**

Overtimes unlucky for LVC weekend

Blair Ransom '13
La Vie Staff Writer

Luck wasn't on our side last weekend, as LVC lost both football and field hockey games in overtime. Albright DB Dave Harig knocked away Caleb Fick's pass to Matt Donley in double overtime Saturday as the Lions came back to win 44-43 over the Dutchmen football team. In a game with a lot at stake as well as a likely NCAA at-large berth for the winners, Albright (9-1, 6-1 MAC) capitalized on almost every LVC miscue in the second half of play to overcome a 16-0 halftime deficit.

The devastating loss prevented the Dutchmen (8-2, 5-2 MAC) from making it to the Division 3 postseason playoff. However their season is not quite finished, as they have qualified for an ECAC Bowl game Saturday against visiting Salisbury (5-5). The Dutchmen will make their first bowl appearance since 1951 in the noon game at Arnold Field.

The Dutchmen's Brittany Ryan missed a 25-yard field-goal attempt at the end of regulation that would have sealed the win for LVC. After both teams traded scores in the first and second overtimes, head coach Jim Monos elected to go for two and the win in the second period, but came up short.

LVC's all-time leading scorer and rusher Charlie Parker scored on a 4-yard run in the first overtime that took place, yet that was matched by Albright's Scott Pillar, who made an amazing catch of a 30-yard pass on fourth down to keep the Lions' postseason hopes alive. In the second extra period, Pillar snagged a wide-open 7-yard pass on the first attempt, but Dutchmen senior Joe Brennan caught a 2-yard pass on fourth down to keep the game going.

This one was wild from the start, a classic game in the truest sense. It was a game in which Albright starting QB Tanner Kelly got injured on their first drive as he was demolished on the sack by senior middle backer Will Keylor. Yet Lions backup Patrick Subers stepped in to throw for 362 yards to go with five touchdowns, as well as using his feet for 53 more yards.

His counterpart, Fick, threw for 208 yards along with three touchdowns, while Parker added more to his legacy, putting together his 17th career 100-yard performance. The future LVC Hall of Famer ran for 139 yards and added another two touchdowns.

Monos said, "We had our chances in the fourth quarter." He later added, "These kids really wanted to go to the big show, and we had our chances, but we didn't make it."

LVC took a 16-0 first-half lead on touchdowns by Brennan and Ben Guiles and a safety, but Albright rallied to tie the game at 23-23 in the fourth quarter. Now LVC gets one final chance to set a school record with its ninth win. Salisbury is a member of the Atlantic Central Football Conference. It will come to Annville off a win, 34-19, over Frostburg State in the Regents Cup game last Saturday.

The same can be said of the field hockey team, who also had a tremendous season, going 19-4 and earning an at-large bid to the NCAA's. They lost in overtime to Messiah College 3-2 on Sunday. Before that loss they defeated Wittenberg College 9-0, and Rowan University 3-0.

With 5 field hockey players named all region, 7 named all Commonwealth Conerence, and freshman Caitlin Vasey named Rookie of the Year, there is no question that the Lebanon Valley field hockey team left its mark with a successful season. The overtime loss against Messiah didn't dampen their spirits, as LVC left the field with heads held high Sunday afternoon.

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